

Message Text

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FOR MARRY PAINTER

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SUBJECT: "USIA WORLD" ARTICLE

REF PAINTER/BALDYGA O/I OF MAY 8

1. THE CREATIVE GENIUS OF CHARLES AND RAY EAMES, CONCERTS BY CANDLELIGHT, LECTURES, AND FILMS HAVE BEEN COMBINED TO INAUGURATE THE AMERICAN BICENTENNIAL CELEBRATION IN POLAND. FROM MAY 17 TO JULY 9, THE NATIONAL MUSEUM OF WARSAW WAS THE SITE OF THE AMERICAN REVOLUTION BICENTENNIAL ADMINISTRATION (ARBA) EXHIBIT, "THE WORLD OF FRANKLIN AND JEFFERSON". PREVIOUSLY VIEWED IN PARIS, THE EXHIBIT LATER WILL BE PRESENTED IN LONDON BEFORE RETURNING TO THE UNITED STATES FOR SHOWINGS DURING 1976 IN NEW YORK, CHICAGO, AND LOS ANGELES.

2. OCCUPYING 3000 SQUARE METERS IN THE MUSEUM, THE EXHIBIT CAPTURES IN A STRIKING, IMAGINATIVE STYLE THE MEN, THE IDEAS, AND THE MOOD OF THE AMERICAN REVOLUTIONARY ERA. MORE THAN 6,000 POLISH VISITORS WEEKLY HAVE BEEN TOURING THE EXHIBIT DEVELOPED BY MR. AND MRS. EAMES, THE EMINENT AMERICAN DESIGNERS, LOCAL PROGRAMMING AND OTHER ARRANGEMENTS WERE HANDLED BY CAO ROBERT GOSSENDE AND A CAO CORNELIUS C. WALSH OF THE P&C WARSAW STAFF. THE EXHIBIT WAS INTRODUCED TO OVER 100 POLISH AND FOREIGN MEDIA REPRESENTATIVES AT A PRESS PREVIEW ON MAY 16. A FORMAL OPENING ON MAY 17 WAS ATTENDED BY 2000 INVITED GUESTS, THE LARGEST IN A HALF CENTURY OF EXHIBITIONS AT THE POLISH

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NATIONAL MUSEUM. AN OFFICIAL U.S. DELEGATION WAS HEADED BY

GOVERNOR ARCH MOORE OF WEST VIRGINIA, PRESIDENT FORD'S PERSONAL REPRESENTATIVE TO THE OPENING. AMONG THE MANY POLISH DIGNITARIES AT THE MAY 17 OPENING WERE POLISH MINISTER OF FOREIGN AFFAIRS STANISLAW OLSZOWSKI AND RYSZARD FRELEK OF THE POLISH UNITED WORKERS PARTY CENTRAL COMMITTEE SECRETARIAT.

3. MEDIA COVERAGE OF THE EXHIBIT OPENING WAS EXCELLENT, INCLUDING A SPECIAL FEATURE ON THE NATIONWIDE POLISH TELEVISION NEWSCAST THAT SAME EVENING. REPORTS ON THE EXHIBIT APPEARED IN WARSAW AND MOST PROVINCIAL DAILY NEWSPAPERS. IN A REVIEW BY THE RESPECTED WEEKLY "KULTURA", THE EXHIBIT WAS CALLED A "RICHLY ILLUSTRATED ALBUM" OF THE AMERICAN REVOLUTION.

4. THE EXHIBIT ALSO LENT ITSELF TO A WIDE VARIETY OF COLLATERAL ACTIVITIES ORGANIZED BY P&C WARSAW TO EXPLAIN THE AMERICAN REVOLUTION, PARTICULARLY THE RELATIONSHIP TO POLAND. LECTURES WERE DELIVERED AT THE NATIONAL MUSEUM BY VOLUNTARY SPEAKER SAUL PADOVER AND BY JOHN BROWN, DIRECTOR-GENERAL OF THE EXHIBIT. DR. BROWN LECTURED 12 TIMES, BOTH AT THE MUSEUM AND BEFORE UNIVERSITY AUDIENCES THROUGHOUT LAND ON LITERARY THEMES ASSOCIATED WITH THE REVOLUTIONARY PERIOD. PROFESSOR PADOVER ALSO SPOKE AT THE POLISH INSTITUTE OF INTERNATIONAL AFFAIRS ON CURRENT AMERICAN FOREIGN POLICY. ADDITIONAL LECTURES WERE PRESENTED AT THE MUSEM BY POLISH, AMERICAN, AND BRITISH SCHOLARS ON THE CHARACTER AND IMPACT OF THE AMERICAN REVOLUTION AND ITS LEADERS. AS FAR AS WE KNOW, THE LECTURE BY PROFESSOR FRANCISZEK LYRA OF WARSAW UNIVERSITY ON "BENJAMIN FRANKLIN AS A LITERARY FIGURE" WAS THE FIRST SUCH ACADEMIC PRESENTATION ON THIS PROMINENT EARLY AMERICAN EVER MADE IN POLAND.

5. P&C WARSAW SCHEDULED A FULL CALENDAR OF FILM PROGRAMMING AT THE MUSEUM AUDITORIUM FOR BOTH THE GENERAL PUBLIC AND INVITED AUDIENCES. ALISTAIR COOKE'S HIGHLY REGARDED "AMERICA" SERIES WAS SCREENED ALONG WITH AMERICAN HISTORY FILMS IN THE POLISH LANGUAGE FROM THE POST'S OWN FILM LIBRARY. A PROGRAM OF SHORT FILMS BY CHARLES EAMES WAS PRESENTED TO AN AUDIENCE OF ARTISTS, ARCHITECTS, AND FILM MAKERS.

6. THE FOYER OF THE MUSEUM WAS TRANSFORMED INTO A CANDLELIT, UNCLASSIFIED

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18TH-CENTURY SALON TO RECREATE THE CULTURAL ATMOSPHERE OF THE AMERICAN REVOLUTIONARY PERIOD. IN THIS SETTING, P&C WARSAW SPONSORED THREE CONCERTS BY THE WARSAW CHAMBER OPERA IN PROGRAMS OF AMERICAN AND EUROPEAN MUSIC FROM THE PERIOD OF THE "WORLD OF FRANKLIN AND JEFFERSON" EXHIBIT. ALL FILM, LECTURE, AND MUSICAL EVENTS IN THE MUSEUM WERE FOLLOWED BY SPECIAL TOURS OF THE EXHIBIT FOR THE INVITED GUESTS.

7. THE ARBA EXHIBITION IN WARSAW WAS BY ANY MEASURE A
GREAT PROGRAM SUCCESS BUT ITS GREATEST VIRTUE WAS TO GIVE
THE POST A VEHICLE TO BRING ALIVE IN WORD, PICTURE,
AND SOUND THE ENDURING MESSAGE AND VALUE OF THE
AMERICAN REVOLUTION FOR POLISH AUDIENCES.

8. PHOTOS FOLLOW.
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